Digital Marketing Course In Delhi

Introduction

Digital marketing is marketing the products on digital platforms, like smartphones, computers etc, through channels like, social media, advertising, you tube, google etc. It helps in reaching the suitable audience, and increase the sales of the product, which in turn promotes the brand name, builds trust and increases the awareness.

Today most of the marketers rely on digital marketing, since over 6 billion people are online worldwide. Hence, digital marketing offers a number of benefits over traditional marketing.

Global Audience- Since, we are dealing in the digital world, no person is too far. We can easily reach a person by applying appropriate demographics, and funnels, which was almost impossible in the traditional market without investing a large amount of money.

Cost Efficiency- In traditional marketing, if the marketer needs to cover a large area, the cost becomes even higher, whereas in digital marketing, cost is relatively much less than it, and the geographical area is not bound in this.

Precise Targeting- No where is unreachable today, precise targeting is not just the dream, we can precisely choose who can view our product, depending upon the customer behavior, interest, age, gender.and such other demographics.

Engagement- Today, advertisements are no longer monologue, users can easily interact with the manufacturer, giving valuable feedback and comments, which are proven to be prolific.

Analysing reports- Today, the marketer does not have to wait 6 months to analyse the market, using tools like google clicks, and real time data helps in analysing the conversion, engagement and return on investment.

Benefits of digital marketing

High Career Demand- The demand for digital marketer is in rage nowadays, every company needs a digital marketing team to thrive in the digital world.

High Income Potential- A digital marketing job can make you 3-6 LPA at entry level, a freelancing job can make up to 50k to 1 lac per month, which can also be increased by achieving the experience in a particular field.

Work Remotely- The beauty of being a digital marketer is, one can work remotely and also take up international clients if wanted.

Key Components Of Digital Marketing Course

SEO - Search engine optimization

All the coders wanted to rank high on search engines. Since, higher you are visible, higher chances of traffic is there. It is the organic way to gain traffic on the page. To rank high and maintain that position the marketers use different approaches and techniques which are detailed in SEO. SEO further is of three types On-Page SEO, OFF-Page SEO and Technical SEO which include various techniques, to rank high and obtain traffic on the website page. It is the organic way to gain traffic on the page.

On- Page SEO- It includes using the proper keyword planning, maintaining the Keyword density, well- written article, logical html tags.

Off- Page SEO- It includes incorporating backlinks, and making your website appear on others page.

Technical SEO- It includes the crawling of the bots on your page, which is effected by the site-speed, mobile responsiveness, uniqueness, and clean architecture.

Social Media Marketing
Social Media is a renowned channel to make our brand visible, everyone is using at least one of the social media platforms, which in turn becomes the best platform to increase brand awareness, it can be achieved either organically or paid.

Organic- The brand visibility maintained through regular posting, interacting with followers

Paid - Targeting the suitable audience by selecting age, gender, location etc, by running advertisements.

Content Marketing
Content is the soul of the webpage, the more detailed, precise, accurate and unique the content is, the more viewers would land on your page. Content could be made visible, through writing posts regularly. The audiences earned through content marketing are often turns out to be loyal and long lasting.

PPC
Pay-Per-Click Advertising is the way to get the clicks on the webpage. Through google and social media platforms, we spend a decent amount of money to get the traffic, and make conversions.

Email marketing
There goes the saying “old is gold”, it's the oldest yet still effective way of marketing. promotional mails, newsletter, offers, birthday cards are some of the common way to ensure the customer retains and keeps loyal.

Dropshipping
In the digital marketing course, we learn about dropshipping, where one can run an ecommerce business without withholding any inventory on hand. Big companies like Amazon, Flipkart etc run 90% on the dropshipping method, where they just display the products on their site, and the product is with the supplier who, when the product is ordered, directly ships to the customer. The digital marketer is responsible for any queries, complaints, returns and delay in shipping problems. Also, he has to get the customers on his portal through a dedicated funnel and advertisements.

Affiliate Marketing
Nowadays, the term Affiliate Marketing is becoming the rage on the social media platform. We often see influencers promoting certain products, from different brands, doing on screen tests,

and detailing about the pros of the product. This is called Affiliate Marketing. When a customer buys the product using a specific link shared by the influencer, he gets some fixed commission. In this kind of marketing, the marketer is not responsible for any kind of customer support, shipping. Just increasing brand awareness.

Analytics
In comparison to traditional marketing, the digital marketer can view analytics report and insights through the dedicated tools given. Through the report, one can analyse the overall performance of the module representing the brand, and changes could be made accordingly like retargeting, doing A/B testing etc.

Video marketing
Today, everyone is watching videos, there is no age barrier in this field. Now, video marketing is one of the top marketing channel, to build the awareness and trust among the customers. Upon learning about video marketing, one should be familiar with the term “hook”. The most important factor in video marketing is the hook, once the viewer is hooked, the conversion becomes effortless, that is the reason nowadays video marketing is highly sales driven, and conversion optimiser. There is the “3-second rule” in hook, if the viewer is watching your video for 3 sec, the viewer is considered as hooked.

Influencer Marketing
This marketing is emerging in 2026, brands are highly dependent on influencers for promotion, and spreading awareness. 2026, is about picking a face from commoners and making them the lead face of the brand. Influencer marketing runs on trust and the art of making people listen.

Top 5 Digital Marketing Institutes in Delhi

1. IIADM- The Indian Institute of Advanced Digital Marketing (IIADM) is a well-regarded institute in Delhi, particularly known for its practical, budget-friendly approach. It is often a top choice for students looking for a balance between high-quality training and affordability.

   Location- Third Floor, E559, Ramphal Chowk Rd, opposite Goyal Sons, Block E, Sector 7 Dwarka, Market, New Delhi, Delhi, 110077

   Courses- DMMT, DMCC

   Fees- 35K approx

2. Kraftshala- Kraftshala is currently a top choice for those focused on high-tier corporate placements. They offer a "placement-linked" model where a portion of the fee is refundable if you aren't placed at a minimum salary benchmark.

   Location- Spacetime, A-16, Mohan Cooperative Industrial Estate, Sarita Vihar, New Delhi, Delhi 110044

Courses- DMC

Fees- 1.53L

3. IIDE- Ranked as one of the leading digital business schools in Asia, IIDE is known for its modern, tech-forward approach. They recently integrated AI Strategy and VR-based practical training into their curriculum.

   Location-2nd & 3rd Floor, E-30, above The Collective, next to McDonalds, South Extension II, New Delhi, Delhi 110049

   Courses- Post Graduation Program in Digital Marketing & Business Strategy, DM Course

   Fees- 1.6L- 1.8L

4. Digital Vidya- One of the oldest and most established names in the industry, headquartered in Delhi. Their "Certified Digital Marketing Master" (CDMM) program is highly recognized by global partners like Microsoft and Google.

   Location- C-603, Palam Apartment, Plot no. 7, Sector 5, Dwarka, Delhi, 110075

   Courses- CDMM

   Fees- 65,000

5. DSIM- DSIM is famous for its practical, "hands-on" internship approach. They provide a "Masters in Digital Marketing" that combines four different programs into one, including Affiliate Marketing and Blackhat Techniques

   Location- B-26, Shivalik , Malviya Nagar, Nr Malviya Nagar metro station, Block B, Shivalik Colony, Malviya Nagar, New Delhi, Delhi 110017

   Courses- Advanced AI Digital Marketing Masters Course

   Fees- ₹49,900 and ₹66,500

Certificates Earned

On completion of the Digital marketing course, numbers of certificates are earned, which is solely dependent on the depth of the course. Some of the certificates included are-

Google Certificates-

- Fundamentals of Digital Marketing: This is a 40-hour beginner course. You receive an IAB-accredited certificate. It is completely free and never expires.

- Google Digital Marketing & E-commerce Professional Certificate: A more advanced, job-ready program available on Coursera. It typically takes 3-6 months and provides a Professional Certificate endorsed by Google.
- Google Ads Certifications: Specialized certificates for specific tools like Search, Display, Video, and Measurement. These are available for free on Google Skillshop and must be renewed every 12 months

HubSpot Academy

HubSpot is famous for its "Inbound" methodology. All their certifications are free and include a digital badge for your LinkedIn profile.

- Digital Marketing Certification: Covers the core pillars of social media, SEO, and email.
- Inbound Marketing Certification: Focuses on attracting customers through high-value content.
- Content Marketing Certification: Validates your skills in content strategy and creation.

Meta Blueprint (Facebook & Instagram)

Meta provides professional credentials specifically for marketing on their platforms.

- Meta Certified Digital Marketing Associate: An entry-level certification that covers the basics of Facebook and Instagram advertising.
- Meta Social Media Marketing Professional Certificate: A broader program available on Coursera that awards a professional-level credential.
- Specialist Certifications: For advanced users, Meta offers exams for Media Buying, Media Planning, and Marketing Science.

SEMrush Academy

SEMrush offers tool-specific and conceptual certifications that are widely used in the SEO industry.

- SEO Toolkit Course: Focuses on mastering search engine optimization tools.
- Content Marketing Principles: Validates expertise in researching and developing content.
- Social Media Marketing Crash Course: A hands-on certification for audience insights and competitor tracking.

Placements in DM Course in Delhi

Jobs for Digital Marketing Course in Delhi are always open, since every other business is joining digital platforms. It is observed as, the students learning DM course are often placed even before completing the course.